



## **IAB Letter of Support – Civic Center Revitalization Project – DRAFT**

The City of San Diego International Affairs Board (IAB) enthusiastically supports the proposed Civic Center Revitalization Project. The IAB's mission is to promote San Diego's global identity, encourage cultural connections, and foster San Diego's international economic competitiveness. The IAB hopes that proposals represent San Diego's diverse, multi-cultural character and growing importance as a binational region and gateway in the Pacific Rim. A vibrant and engaging civic core is a hallmark of 21st Century cities around the globe and we look forward to a proposal being accepted that weaves together civic, government, residential, and cultural venues.

The proposed redevelopment of the strategically located Civic Center blocks will serve as a central civic and cultural space for City residents, workers, and visitors. The Mayor's Civic Center Revitalization Committee developed a compelling vision and guiding principles for the civic core properties. The concepts identified by the Committee envision a multi-purpose civic space, cultural facilities, and affordable housing opportunities at the City's core. In particular, the IAB commends the committee for authoring a manifesto which sees the importance of "huge, audacious thinking" for this once-in-a-generation opportunity, and elevates design excellence, intentional community engagement, the integration of arts and culture, connection to transit and a commitment to climate action as vital elements in the creation of this new city core.

From an international perspective, the committee's guiding principle to "think iconic" is what can potentially increase recognition of San Diego as a global city. The IAB agrees with the committee's use of global examples for inspiration set forth in its *Searching for Civic-ness* presentation. Places like [...CITE EXAMPLES...] embody elements of what a civic core should be. Not too far away, the Grand Park and Civic Center Los Angeles is another good example. These public, mixed-use spaces created new opportunities through public-private development partnerships and have generated substantial visitation, stimulated community revitalization, and created civic pride in their respective cities. The IAB encourages incorporating more examples of design elements from other parts of the world, particularly Asia and Mexico, to create a civic core that is authentically inclusive and welcoming for all San Diegans and reflects the city's particular multi-cultural and geopolitical identity.

Thank you for the opportunity to provide comments and the IAB looks forward to continuing its involvement and providing feedback as the Civic Center Revitalization plan progresses.